

2. The method of claim 1, wherein the products are books arranged in a three dimensional graphical representation of a brick-and-mortar book store.

8/ 3. (Amended) The method of claim 2 further comprising playing an audio rendition of a selected book.

4. The method of claim 1 further comprising:
searching for particular products using search criteria;
organizing the products into categories; and
depicting the results of the search according to the categories in the virtual three dimensional environment;

5. The method of claim 4 further comprising the step of:
recategorizing the products; and
displaying the products within the virtual three dimensional environment according to the recategorization.

6. The method of claim 1 wherein a user may obtain assistance regarding the product by accessing a three dimensional depiction of an information counter or help desk.

Please add the following claims:

7. The method of claim 3 further comprising requesting the audio rendition of the book to be played at a specified time.

A2 8. The method of claim 2 further comprising collecting book reviews from a plurality of users.

9. The method of claim 8 further comprising broadcasting the book reviews.

10. The method of claim 8 further comprising selecting one or more of the book reviews.

11. The method of claim 1 further comprising displaying advertisement with a product selected by the user.

12. The method of claim 11 wherein the displayed advertisement is responsive to collected information about the user.

13. The method of claim 1 further comprising displaying a video introduction about a product selected by the user.

14. The method of claim 1 further comprising displaying a audio introduction about a product selected by the user.

15. The method of claim 1 further comprising tagging a product for a special offer.

16. The method of claim 1 further comprising storing and retrieving information associated with one or more product.

17. The method of claim 2 further comprising displaying a page from a selected book.

18. The method of claim 17 further comprising displaying a virtual lense to help readability of the displayed page.

19. The method of claim 2 further comprising printing a portion of a selected book.

20. A method for simulating a three-dimensional representation of information, the method comprising the steps of:

arranging the information in a simulated brick-and-mortar store representation;
navigating the brick-and-mortar store; and
examining one or more of the arranged information for more detailed information.

21. The method of claim 20 further comprising displaying a virtual information desk for obtaining assistance.

22. The method of claim 20 further comprising grouping the arranged information based on a theme.

23. The method of claim 22 further comprising searching the simulated brick-and-mortar store based on the theme.

24. The method of claim 20 further comprising arranging the displayed information based on the theme.

25. The method of claim 20 wherein the displayed information is information about products.

26. The method of claim 25 further comprising displaying advertisement with a product selected by the user.

27. The method of claim 26 wherein the displayed advertisement is responsive to collected information about the user.

28. The method of claim 25 further comprising displaying a video introduction about a product selected by the user.


29. The method of claim 25 further comprising displaying a audio introduction about a product selected by the user.

30. The method of claim 25 further comprising tagging a product for a special offer.

31. The method of claim 25 further comprising storing and retrieving information associated with one or more product.

32. The method of claim 25 wherein the products are books.

33. The method of claim 32 further comprising playing an audio rendition of a selected book.

 34. The method of claim 33 further comprising requesting the audio rendition of the selected book to be played at a specified time.

35. The method of claim 32 further comprising collecting book reviews from a plurality of users.

36. The method of claim 35 further comprising broadcasting the book reviews.

37. The method of claim 35 further comprising selecting one or more of the book reviews.

38. The method of claim 32 further comprising displaying a page from a selected book.

39. The method of claim 38 further comprising displaying a virtual lense to help readability of the displayed page.

40. The method of claim 32 further comprising printing a portion of a selected book.

41. The method of claim 25 further comprising creating a catalog of the displayed products.

42. The method of claim 25 wherein the products are videos.

43. The method of claim 25 wherein the products are CDs.

44. A system for simulating a three-dimensional representation of information comprising:

means for arranging the information in a simulated brick-and-mortar store representation;

means for navigating the brick-and-mortar store; and

means for examining one or more of the arranged information for more detailed information.

45. The system of claim 44 further comprising means for displaying a virtual information desk for obtaining assistance.

46. The system of claim 44 further comprising means for grouping the arranged information based on a theme.

47. The system of claim 46 further comprising means for searching the simulated brick-and-mortar store based on the theme.

48. The system of claim 46 wherein the displayed information is information about products.

49. The system of claim 46 wherein the products are books.

50. The system of claim 46 wherein the products are videos.